

IN THE BOARD OF SUPERVISORS
COUNTY OF SAN LUIS OBISPO, STATE OF CALIFORNIA

_____, DAY _____, 2014

PRESENT: Supervisors

ABSENT:

RESOLUTION NO.
RESOLUTION HONORING TOBIN JAMES, CLAIRE SILVER AND LANCE SILVER
AS THE 2014 WINE INDUSTRY PERSONS OF THE YEAR IN
SAN LUIS OBISPO COUNTY.

The following resolution is hereby offered and read:

WHEREAS, on July 18, 2014 at the California Mid-State Fair, the San Luis Obispo County Wine Industry will honor Tobin James, Claire Silver and Lance Silver as its 2014 Wine Industry persons of the Year for their dedication, vision and leadership in the San Luis Obispo County wine region; and

WHEREAS, Tobin (Toby) James came to Paso Robles in 1979 to apprentice at Estrella Winery and shortly thereafter became assistant winemaker at the fledgling Eberle Winery. In 1987 Toby created his first wine under Tobin James Cellars then in 1989 Tobin James became the founding winemaker of Peachy Canyon Winery. Toby continued to make Tobin James Cellars wines and in 1993 he purchased 41 acres at the end of Union Road in Paso Robles thereby establishing Tobin James Cellars winery and tasting room; and

WHEREAS, Claire Silver began her love of wine with family trips to Napa and Sonoma. Upon meeting her husband, Lance Silver, in the Hotel Administration program at University of Nevada, Las Vegas, they shared a dream of owning their own winery. Upon graduation Claire (and Lance) spent 10 years of success in the women's garment industry. In 1994 they sold their company and began a search of California's finest wine regions to establish a winery and in 1996 they realized Paso Robles was the perfect location; and

WHEREAS, Lance Silver began collecting wine at an early age and at age 21 entered into sensory evaluation and tasting courses in wine while at the University of Las Vegas, Nevada. Upon graduation, he and his wife Claire left the hospitality industry to pursue a career in the women's garment industry, but maintained a passion in wine and a dream to become a winemaker. Upon the sale of their company, Lance and Claire set the wheels in motion to live out their dreams in wine country and became partners in Tobin James Cellars.; and

WHEREAS, in 1996 Tobin James, Claire Silver and Lance Silver became equal partners in Tobin James Cellars. Since establishing this partnership, Tobin James Cellars has realized tremendous growth and recognition. Tobin James, Claire Silver and Lance Silver (affectionately known as the 'James Gang') travel the world over promoting Paso Robles as a world class wine region while sharing their wines. At the forefront of marketing, Tobin James Cellars was the first to establish fanciful names for wines and logo stickers, both industry norms today; and

WHEREAS, For 18 years the team at Tobin James Cellars has dedicated themselves to the greater good, serving on the boards and committees of the Paso Robles Wine Country Alliance, The Wineries of 46 East Association, the San Luis Obispo County Adopt-a-Road program, The Girl Scouts of USA and The Paso Robles Culinary Arts Academy. Tobin James

Cellars also supports The Endeavour Institute, The Wounded Heroes Fund, MUST! Charities, as well as various events and programs that benefit the men and women of uniform who serve the United States of America.

NOW, THEREFORE, BE IT RESOLVED that the County of San Luis Obispo, Board of Supervisors, State of California, does hereby honor Tobin James, Claire Silver and Lance Silver as the 2014 Wine Industry Persons of the Year in San Luis Obispo County.

Upon motion of Supervisor _____, seconded by Supervisor _____, and on the following roll call vote, to wit:

AYES:

NOES:

ABSENT:

The foregoing resolution is hereby adopted.

Chairperson, Board of Supervisors

ATTEST:

Clerk of the Board of Supervisors

By: _____
Deputy Clerk